



# Grow your business with free listings + Shopify

Reach more customers by listing your products  
for free on Google.

## Overview

# Opening the door to new shoppers

Reach hundreds of millions of people every day who are looking to buy products like yours. This guide is designed to give you the information you need to succeed with free listings. You can learn how and when free listings appear on Google and how to get started. You'll also get useful tips for growing your business and optimizing performance.

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01 | Grow your business with free listings

# Learning the basics of free listings

# Show up for shoppers

Every day, hundreds of millions of people come to Google for their shopping needs. Free listings help you **reach these shoppers when they're searching for products like yours**. At no cost to you, it's an easy way to set your products apart, promote unique features, and reach new shoppers.

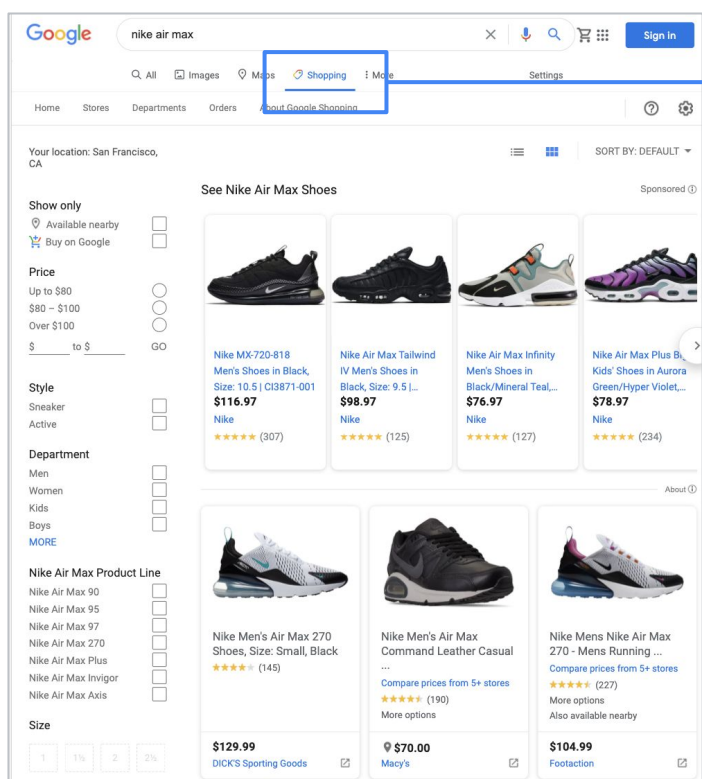
## Find listings on the Shopping tab

Found at the top of Google Search is a page dedicated to helping Shoppers search and filter for the products they're looking for.

Listings that appear on the Shopping tab require rich product data and policy compliance.

## Know the benefits

- Connect with customers where they search
- Differentiate your product
- Share rich, engaging listings
- Drive traffic to your website, local storefront or to Buy on Google






This is the Shopping tab.



Free listings appear on the Shopping tab, below Shopping ads from paid campaigns. Items listed under 'about this page' are free listings.

## Free listings and other Google shopping programs

Free listings complement and **add more value** to your other Google shopping programs.

 <b>Free listings</b> List your products for free	 <b>Shopping ads</b> Advertise your products	 <b>Buy on Google</b> Let users buy directly on Google
<p><b>Add products for free:</b> Add your products to Google for free to reach the hundreds of millions of people looking to buy products like yours.</p> <p><b>Reach more customers:</b> Promote your products to reach more customers.</p> <p><b>Get business insights:</b> Measure the impact of every sale, so you can show your products to the most valuable customers.</p>	<p><b>Boost your visibility:</b> Show up in more prominent placements.</p> <p><b>Get more reach:</b> Appear across YouTube, Google Display Network, and Gmail.</p> <p><b>Optimize your performance:</b> Tools and controls automatically optimize your ads and help you get the best value.</p>	<p><b>Manage everything in Shopify:</b> All orders, returns and payments made on Google are seamlessly synced to Shopify to make fulfillment and getting paid easy with Shopify Payments.</p> <p><b>Customer benefits:</b> Get instant checkout and shopping carts for customers across Google.</p> <p><b>Customer service:</b> Own the customer relationship.</p> <p><b>Backed by the <a href="#">Google Guarantee</a>.</b></p>

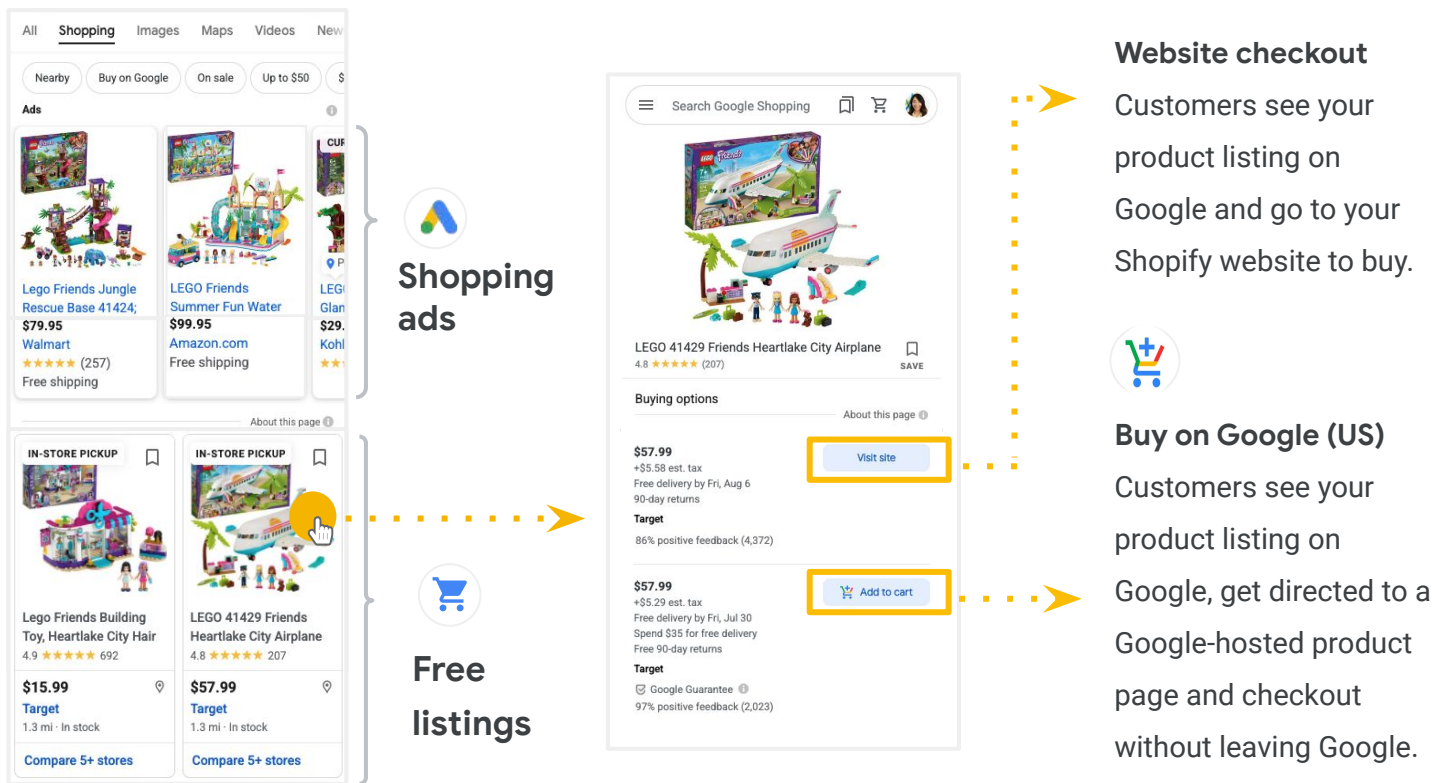
### Better together

Adding your products to Google's free listings lets you reach even more customers than using Shopping ads alone. Since we introduced free listings on Google Shopping, we've seen, on average, over 50% increase in clicks and over 100% increase in impressions across free listings and ads on the Shopping tab. Small-to-medium-sized merchants have seen the largest share of increases.\*

Using free listings and ads together **increased clicks by 50% and doubled impressions.**

\* Google Internal Data, July 2020.

## Two ways to purchase



### Check out on your website

Shoppers see your products listed across different Google properties with data pulled from Shopify.

- **Share engaging listings.** Your detailed product information can appear on Google Search and other Google services.
- **Connect with customers where they are.** Reach customers when they're searching for products like yours.
- **Increase your visibility.** Drive traffic to your website for order fulfillment.



### Check out on Google

If your business is in the US, Buy on Google can allow you to sell your products directly on Google.

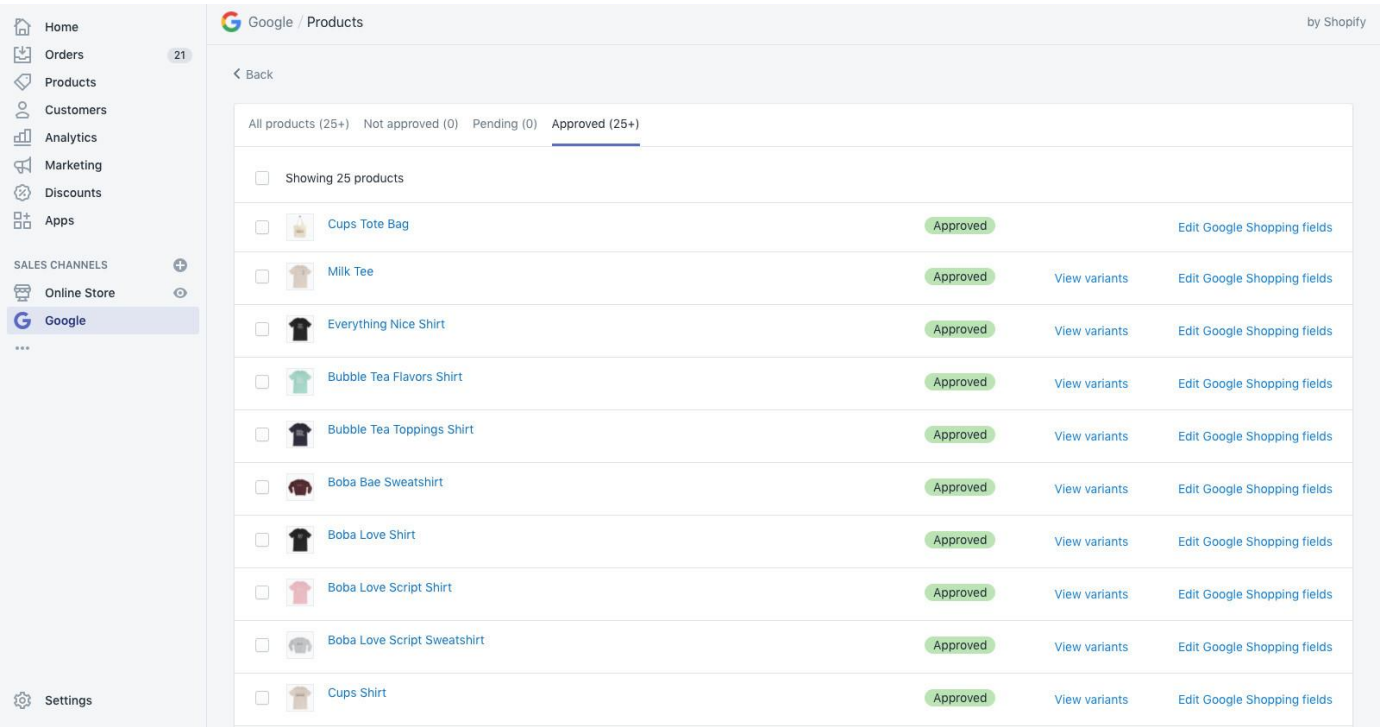
- **Broaden your reach.** Improve the shopping experience with a frictionless experience across multiple Google surfaces.
- **Adjust by region.** In the US, you can sell your products directly on Google.

# Behind the scenes

When you set up the Google channel in Shopify and create or connect to an existing Merchant Center Account, your products are **automatically synced to Google**. Your approved products are then matched with the most relevant search queries, so you **get in front of the right shoppers at the right time, for free**.

## Your products

Add the required product details in Shopify and automatically sync your products to Merchant Center.

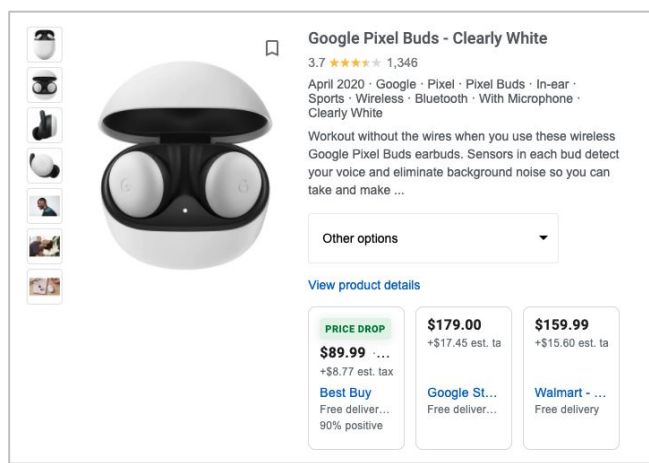


List of approved products in the Shopify



## Types of free listings

Your products can appear across Google surfaces either as **enhanced listings** or **standard listings**, depending on the product data you provide. Products that are eligible for enhanced listings will also appear in content-rich formats on the Shopping tab, which may boost traffic and drive sales.

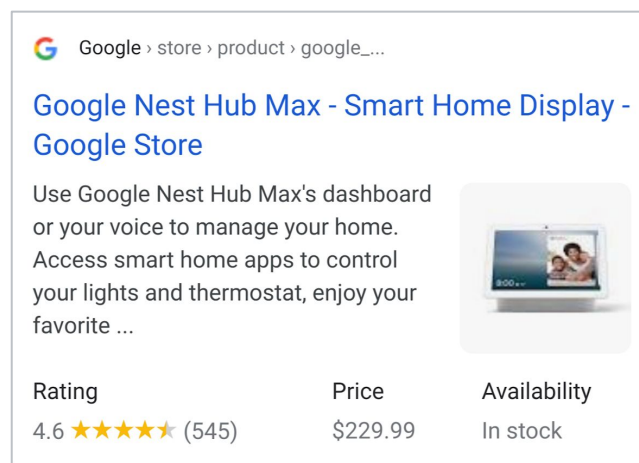


Enhanced listing: Rich product information, like photos and description from the Shopping tab

### Enhanced listings

Enhanced listings are free, content-rich shopping formats that show your products on the Shopping tab and various surfaces with rich product and business details, which may **boost traffic and drive sales**.

Enhanced listings require [additional attributes](#) within the product data feed to offer more visually enhanced experiences for shoppers. Eligibility is also based on your account status and the quality of the data you provide.



Standard listing: Rich snippet product information added to a result in Google Search

### Standard listings

Standard listings are free, organic shopping formats that **show your products on various surfaces across Google**, such as Google Search and Images. Standard listings are not included on the Shopping tab.

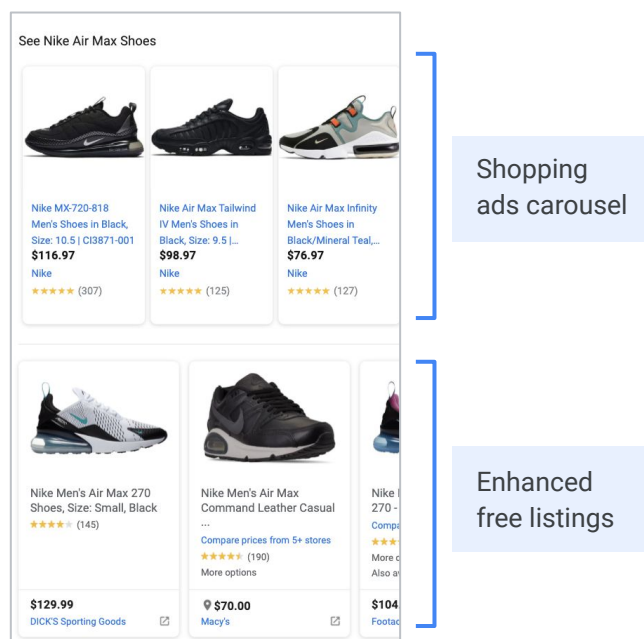
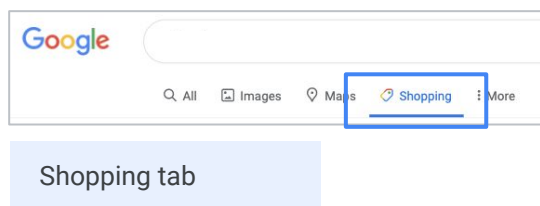
A set of [basic product attributes](#) are required for standard listings.

## Where and how your free listings appear

With free listings, **your products can be displayed across different Google channels**, like the Shopping tab, Google Search, Google Images, Google Maps, and Google Lens.

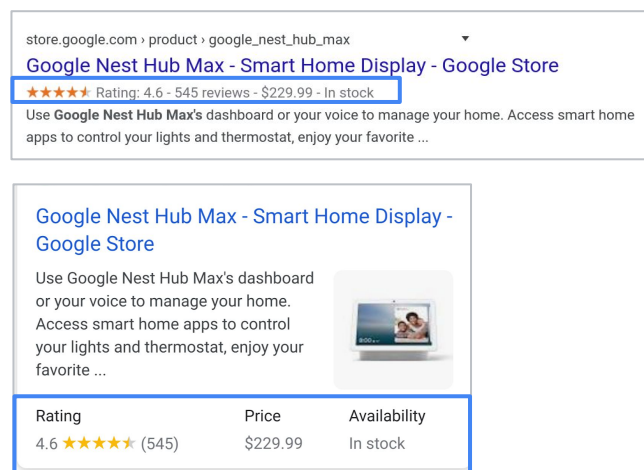
### Free listings on the Shopping tab

Your enhanced listings can appear on the Shopping tab, offering visual experiences for shoppers who are searching for products like yours. Listings appear on the Shopping tab under the ads carousel, on both desktop and mobile.



### Free listings on Google Search

Rich snippets in web results include a few lines of text that may **supplement a search result with product information** (e.g. product reviews, price, availability) to provide users with more useful information.

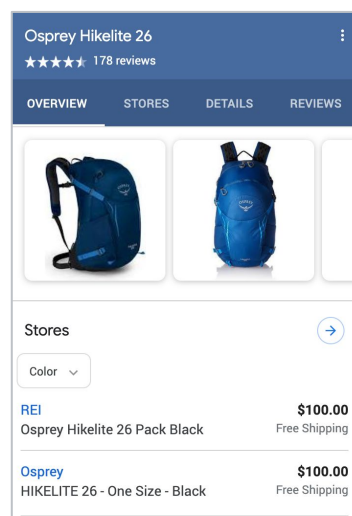


Examples of rich snippet product information

# Where and how your free listings appear

## Free listings on knowledge panel

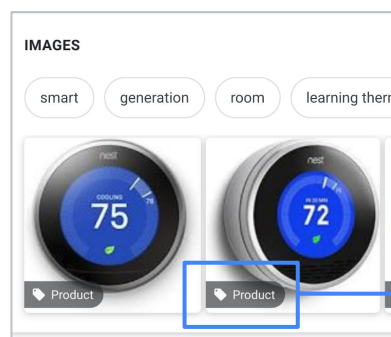
Results for searches on specific products may include a panel of product information containing product details, listings of retailers who sell that product, and product reviews. If your product data feed includes the product being searched, your listing will be eligible to appear in this experience.



Knowledge panel

## Free listings on Google Images

When people look for products and brands on Google Images, they may see images labeled with the "Product" annotation, which signifies that the product in the image can be purchased.

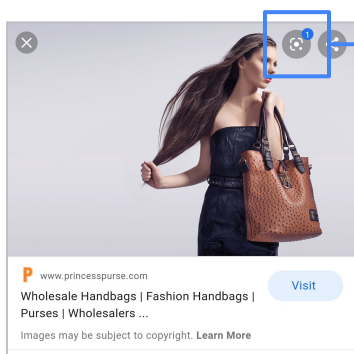


"Product" tag leads users to product pages

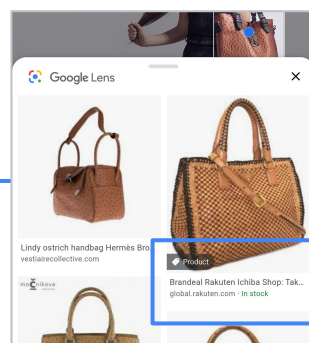
## Free listings on Google Lens

People can tap on the Lens icon within an images to see a list of similar products. These results can contain "Product" annotations, and rich snippet information such as product availability.

\*US only on desktop and mobile as standard and enhanced listings



Clicking the lens icon brings up a feed of products similar to those in the image



"Product" tag leads users to product pages

Rich snippet annotations in Lens results

02 | Grow your business with free listings

# Getting started

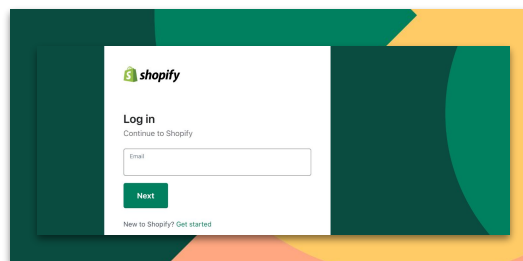
# Getting Started

**All businesses are eligible to show their products on Google for free**, whether or not you run paid ads with Google. As a Shopify user, you can sync your products to Google automatically. Follow these steps to get started:

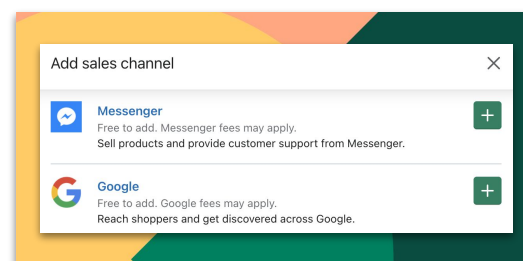
## Step 1:

### Google Channel Setup in Shopify

[Log in or create](#) **Shopify account**. Shopify helps you move your business online, and manages how your inventory appears



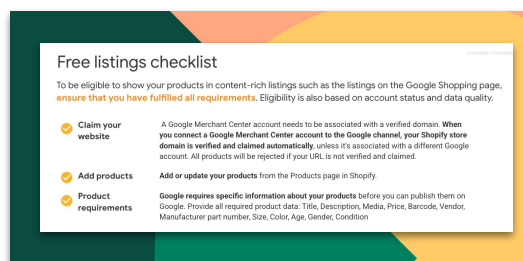
When you **set up the Google channel** and **create or connect to an existing Merchant Center** account, products will sync to Google automatically



## Step 2:

### Free listings eligibility

**Review the free listings checklist** to ensure your products have met all requirements to show in content-rich formats such as the Shopping tab



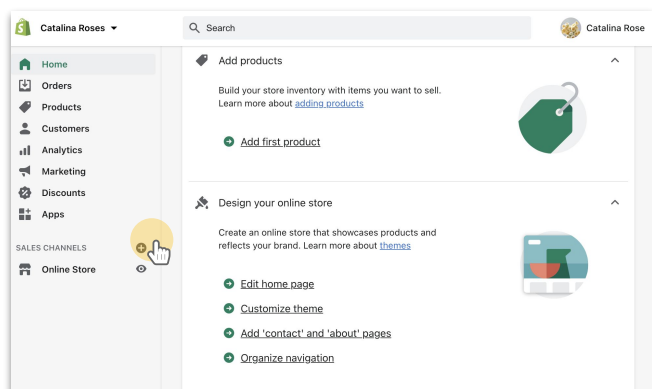
02 | Grow your business with free listings

## Step 1:

# Google Channel Setup in Shopify

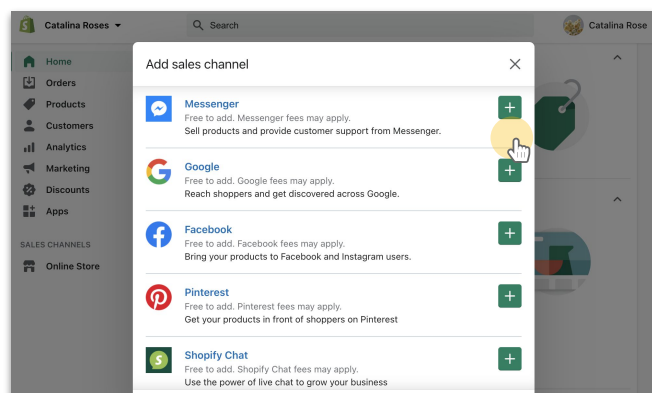
# Set up the Google sales channel in Shopify

**Shopify's Google channel integration** automatically syncs your products and relevant information about your Shopify store with the Google Merchant Center. Follow these steps to get set up.



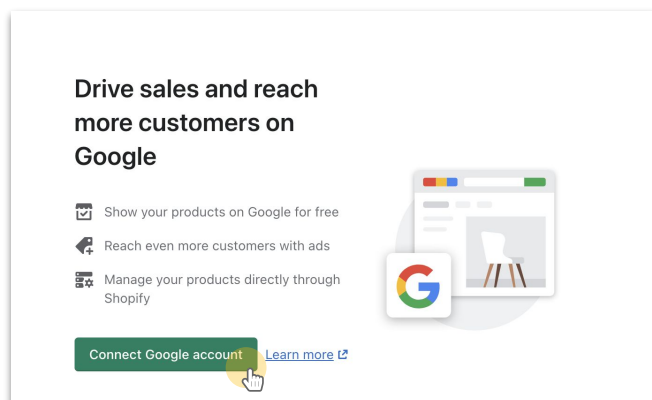
## ✓ Click on “+” to add a sales channel

Find this on the homepage of your account



## ✓ Add the Google sales channel

Manage and add all Google programs (Free listings, Shopping ads, Buy on Google) within one single app.



## ✓ Connect Google account

**Before connecting your Google account,** check that the email account you wish to connect is added as an admin on your Google Merchant Center account. If you don't have an existing Google Merchant Center account, continue with any Google email account you prefer.

## Set up the Google sales channel in Shopify

Set up the Google Channel to begin syncing your products to Merchant Center.

✓ **Meet Merchant Center minimum requirements**

✓ **Connect a Google Merchant Center account**

✓ **Configure your product feed settings**

✓ **Accept terms and conditions**

The screenshot displays the 'Set up the Google Channel' page in Shopify. On the left, a sidebar titled 'Product listings' (marked 'Free') explains that adding products to Google Merchant Center allows them to appear on Google Shopping, Search, Images, and other places, with a 'Learn more' link. Below this is a progress bar showing '1/6 Complete store requirements'. The main content area is divided into several sections: 'Your Google account' shows 'moriahrm@gmail.com' with a 'Disconnect' button; a note states 'Shopify uses this account to manage and sync with Google Merchant Center.'; a checklist for 'Complete store requirements' includes 'Add a valid payment method' (checked), 'Create an online store', 'Remove your online store password', 'Add a refund policy and terms of service', 'Confirm that your payment methods are visible on your website', and 'Confirm that you have contact information visible on your website'; a note states 'This checklist must remain complete as Google is reviewing your Merchant Center account. Any changes could result in an account suspension.'; 'Connect a Google Merchant Center account' shows 'River pebble - 333641649' with a 'Connect' button and a 'Create new' link; a note states 'Product data will be synced to this Merchant Center account.'; 'Configure your product feed settings' includes fields for 'Target market' and 'Shipping settings', both with 'Select' buttons; a note states 'As soon as you add these settings, your products will automatically start syncing.'; and 'Terms and conditions' includes a link to 'Google's terms of service, L2' and an 'I have read and agree to the terms' button.



# Set up the Google sales channel in Shopify

**Help ensure the best user experience for the shopper** by making critical seller information easily discoverable on your website. Google will suspend your Merchant Center account if they can't find the following information.

[Update]

## Contact information

Provide at least one way for users to contact you

- **Business info:** Address, phone number, email
- **Webpages:** Chat feature, contact-us form
- **Social links:** Facebook, Instagram, Whatsapp (cannot lead to a private group/page)

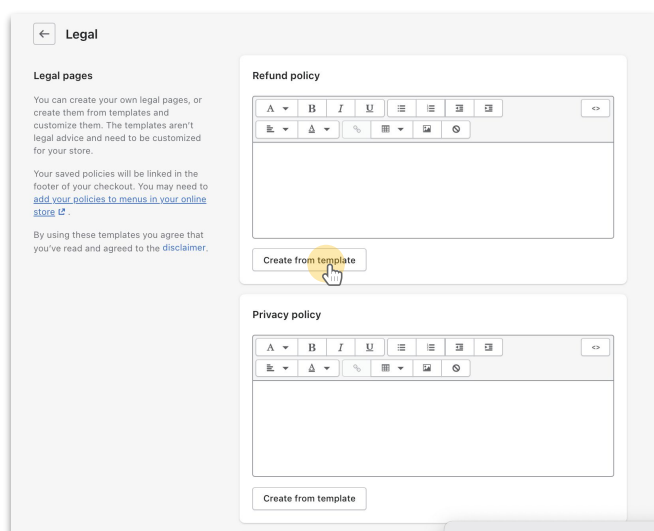
[Update]

## Payment information

Make sure at least one conventional method of payment is available to users during checkout. For example, credit card, debit card, invoicing, or payment on delivery.

## Return and refund policy

Add return and refund policies to your footer navigation menu. Clearly state how you handle these actions, **including all requirements and timelines**. It's fine if you don't accept returns and refunds, but this should be clearly stated.



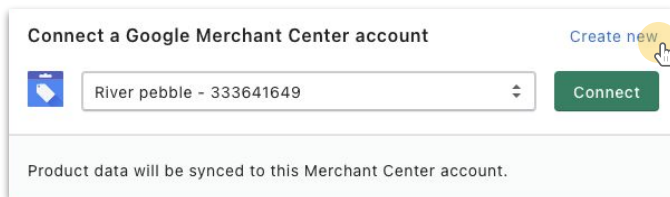
## Create your own policy pages

Create your own legal pages, or create them from templates in Shopify. If you use the templates, make sure you edit them with your specific policy information.

Saved policies are linked in the footer of your checkout. We recommend adding your policies to the main page or footer navigation menu in your online store.

## Set up the Google sales channel in Shopify

Once you connect a Merchant Center account and configure your product feed settings, your **products will automatically start syncing**.



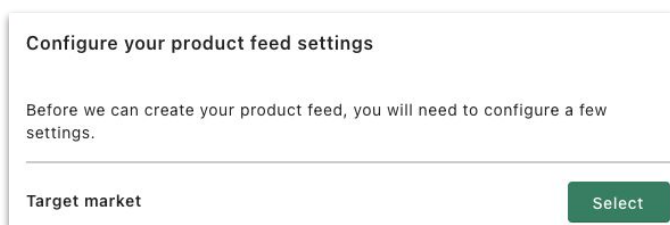
### ✓ Connect a Merchant Center account or create a new account

Shopify product data will be synced to your Merchant Center account.

\*\* If you don't see your existing Merchant Center account in the Shopify channel set up, ensure that the Google email address is added as an ADMIN in Merchant Center.

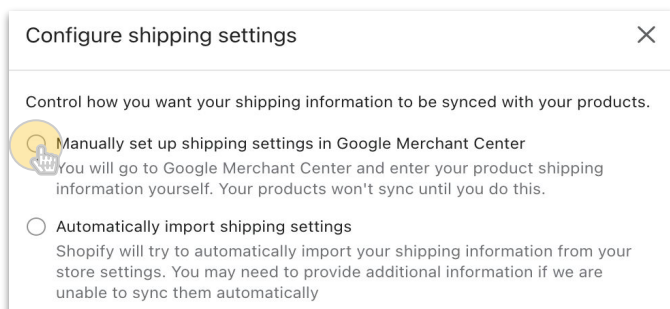
### EU Comparison Shopping Services

If you're in the European Economic Area, the United Kingdom or Switzerland, note that your Merchant Center account needs a [Comparison Shopping Service \(CSS\)](#) associated with it. If you create a new account it will be linked to Google's CSS by default, Google Shopping. [You can change the CSS at any time](#) and you can continue using the Google channel with any CSS of your choice.



### ✓ Select your target market

Country & language settings determines where your listings will appear and are also based on your store currency.



### ✓ Configure ship settings

Ship settings determines where you want shipping information to be synced from. For now, we recommend setting up shipping in Google Merchant Center in order to display accurate delivery times.

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## Step 2:

### Free listings eligibility

## Free listings checklist

To be eligible to show your products in content-rich formats such as listings on the Shopping tab, **ensure that you have fulfilled all requirements**. Eligibility is also based on account status and data quality.



### Claim your website

A Google Merchant Center account needs to be associated with a verified domain. **When you connect a Google Merchant Center account to the Google channel, your Shopify store domain is verified and claimed automatically.** However if it doesn't claim automatically, you can claim it within Merchant Center. All products will be rejected if your URL is not verified and claimed.



### Add products

Add or update your products from the Products page in Shopify. Make sure your products are available to the Google channel.



### Add all product details

Google requires specific information about your products before they can be published.

- **Unique product identifiers:** 'Barcode' (GTIN), 'Vendor', 'Manufacturer part number'
- **Required for all products:** 'Title', 'Description', 'Media', 'Price', 'Availability'
- **Required for apparel, accessories, and refurbished products:** 'Size', 'Color', 'Age', 'Gender', 'Condition'



### Configure Shipping

Set up shipping method within Shopify or Google Merchant center. Ensure that your shipping setup accurately reflects your best shipping price and speed capabilities.



### Review Policies

Read all of the policies for free listings and ensure your account and site complies.


## Verify and claim your website

[Verifying and claiming](#) your store's website are essential steps in setting up free listings.

**When you connect a Google Merchant Center account to the Google channel, your Shopify store domain is verified and claimed automatically.**

If your domain is associated with a different Google Merchant Center account, then you can transfer the domain claim to the Google Merchant Center account that you connected to Shopify. **If your domain was not claimed automatically**, follow these steps to claim it within Merchant Center:

### 1 Add your website address (URL)

1. Sign in to your [Merchant Center account](#)
2. From the navigation menu, click the tools icon 
3. Select **Business information** under "Tools"
4. Click the Website tab
5. Enter the URL for your online store **starting with http:// or https://**

### 2 Choose a verification method

Adding an HTML tag to your site works best for most merchants

1. Copy the HTML tag generated from your website

To verify your website, follow these steps:

1. Copy the HTML tag generated for your website:

```
<meta name="google-site-verification"
content="t8YktQ9D4DhiajPBSpQKooawxQHsSoWcUh6T39WKrRE" />
```

### 3 Edit the HTML code in Shopify

1. Sign in to your [Shopify account](#)
2. From the navigation menu, select **Online Store**,
3. Select Themes. Within live theme select **Actions**.
4. Select **Edit code**.
5. Inside the layout folder, select **theme.liquid**
6. Below the opening <head> tag, paste the copied html tag
7. Save the layout

### 4 Verify and claim website

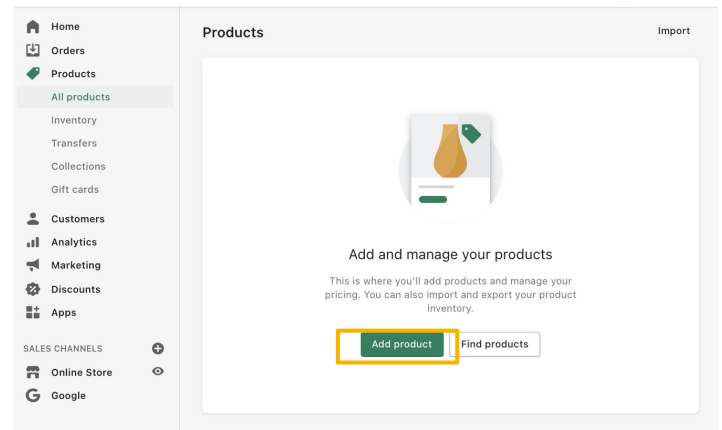
1. Return to [Merchant Center](#)
2. Select **Business information** under "Tools"
3. Click the Website tab
4. Click **"Verify website"**
5. Once site is verified, click **"Claim website"**

# Add and manage your products

## ✓ Add your products to Shopify

Add or update all information about your products such as its price, variants, and availability from the Products page in your Shopify admin. There are multiple actions you can take to manage your products:

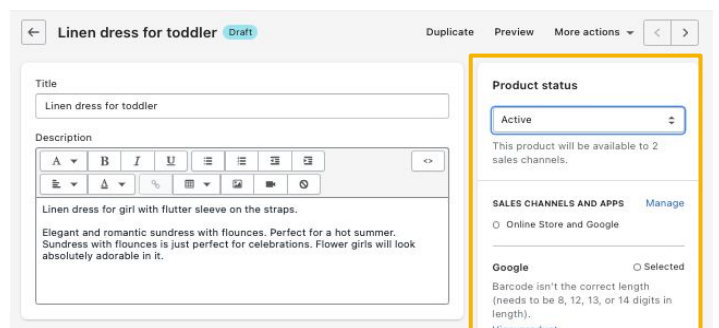
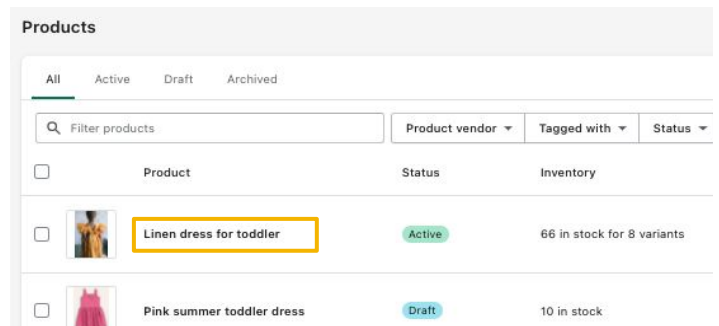
- [Add a new product](#)
- [Duplicate a product](#)
- [Edit a product](#)



## ✓ Make products available to the Google channel

You can control where you are selling a product by making it active and available to your Google sales channel. If you decide not to make a product available, then it will be hidden from Google's product catalog.

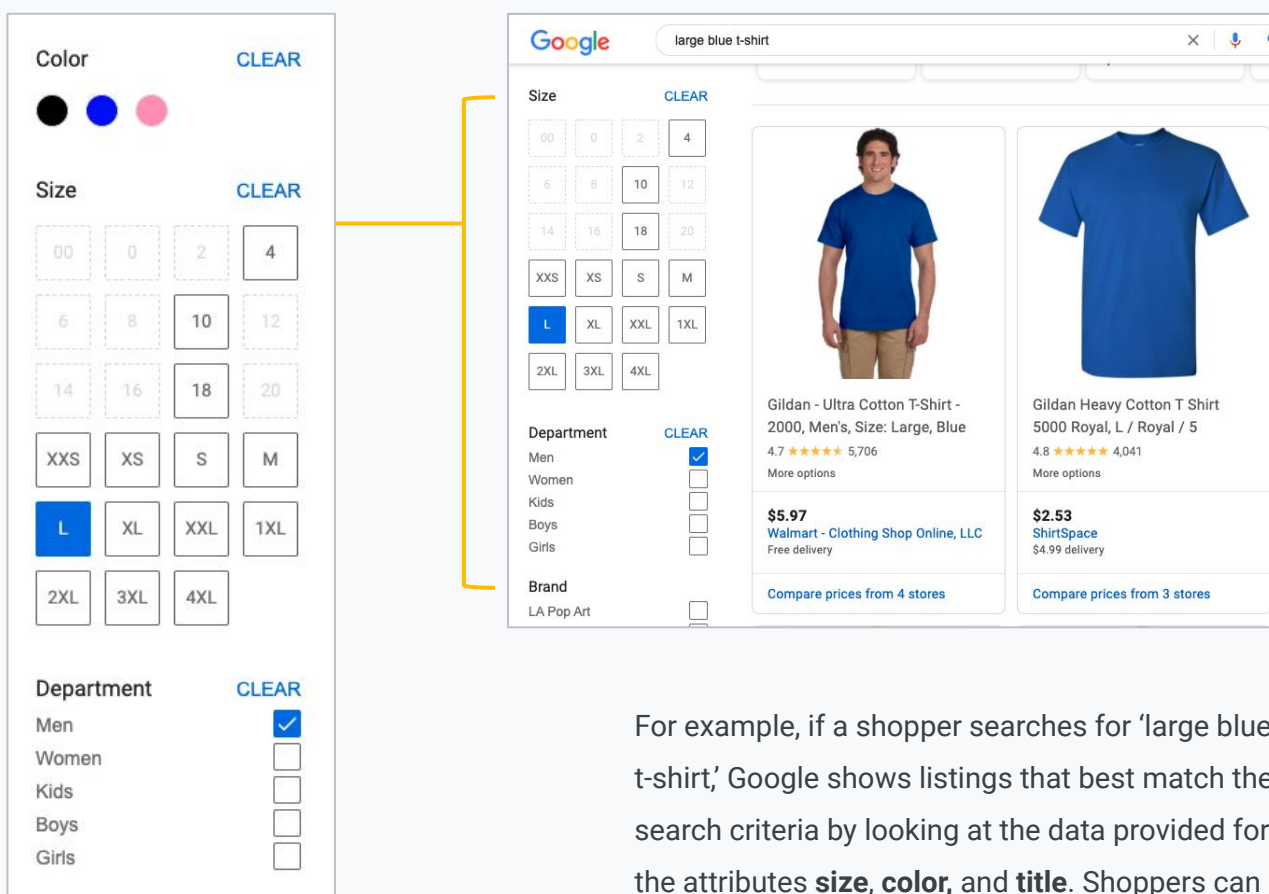
- From your Shopify admin, go to **Products > All products**.
- Click the product's name to open its details.
- Set the product status as **active**.
- Click **Manage**.
- Select channels and apps to make the product available.
- Click **Done**, Click **Save**.



## Set up your product details

### Product details

When you add or update your products you can edit the **product details** (attributes), which provide information about the products you sell. Adding rich product details helps Google distinguish between your products and correctly match them to a shopper's search query. This ensures that the user sees results that are relevant to what they are looking for.



For example, if a shopper searches for 'large blue t-shirt,' Google shows listings that best match the search criteria by looking at the data provided for the attributes **size**, **color**, and **title**. Shoppers can also use attributes to filter products in their search.

### 💡 Pro tip

Properly setting up your products and attributes can optimize free listings results for your customers, which means better results for your business.

\* Images for visual reference only

## Product data requirements

**Google requires specific product information** in order for your products to be published across content-rich surfaces like the Shopping Tab

The Google channel imports your existing product data from Shopify, but you might need to **add additional product information in Shopify** before your products are eligible to show on Google surfaces.

### Required for all products

**Basic product data:** Our foundation for creating successful free listings for your products.

Shopify field	Google attribute
Title	title
Description	description
Media	image_link
Price	price
Check box “Track quantity”	availability
<b>Unique product Identifier (UPI):</b> UPI uniquely distinguish products you’re selling and help match search queries with your products. If your product doesn’t have any UPI, review these tips.	
Shopify field	Google attribute
Barcode	gtin
Vendor	brand
Manufacturer part number	mpn

### Pro tip

Keep in mind that the terminology used between Shopify and Google varies slightly. You may need to familiarize yourself with Google attribute naming upon troubleshooting product errors.

### Required for product variants, apparel and accessories, used and refurbished products

**Rich product details** help shoppers find your products and filter products in their search.

Shopify field	Google attribute
Check box “This product has multiple options”	item_group_id
Size	size
Color	color
Age	age_group
Gender	gender
Condition	condition

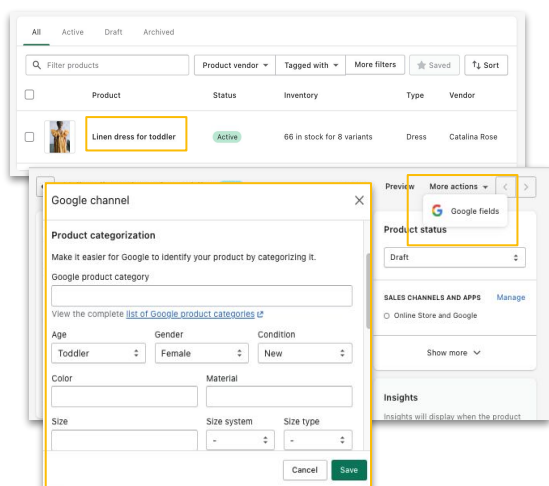


# Add Google required product details in Shopify

Some product data fields are not available when adding or editing a product. Follow one of these methods for adding Google required product details in Shopify.

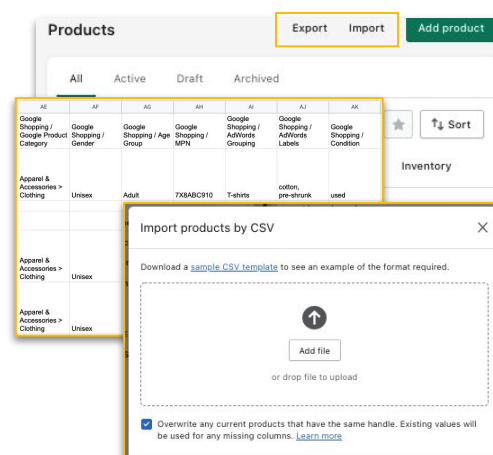
## 1 Edit individual products

1. Click on product title in products page
2. 'More actions' > 'Google fields'
3. Update product details



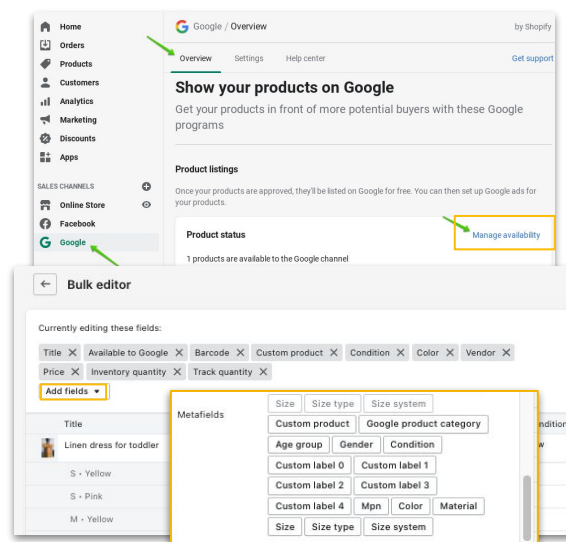
## 3 Export products to CSV file

1. Export products
2. Edit Google fields in CSV
3. Import products by CSV



## 2 Bulk editor

1. Access the Google Channel in Shopify
2. Choose 'Manage availability' on the overview page
3. Select 'Add fields' for Google specific metafields
4. Add fields & update required Google product details



Learn more about [exporting products to CSV file](#) or the [bulk editor](#).

# How to add Google's required product data in Shopify

For **all products**, provide a title, description, image(s), and price.

Shopify field	Details	Google attribute
Title	The name for your product that you want to display to your customers. See <a href="#">best practices</a> for naming.	title
Description	Tell customers about your product. List product features, technical specifications, and visual attributes. List the most important details in the first 160 - 500 characters	description
Media	Show customers what your product looks like. Upload image file or add media from URL. <b>Best practice is 3 or more images per product.</b>	image_link
Price	The price that you're charging for the product. This price does not include taxes or shipping costs	price

The screenshot shows the Shopify product editor interface. The 'Title' field contains 'Yellow linen dress for toddler'. The 'Description' field has a rich text editor with the text: 'Linen dress for girl with flutter sleeve on the straps. Elegant and romantic sundress with flounces. Perfect for a hot summer. Sundress with flounces is just perfect for celebrations. Flower girls will look absolutely adorable in it.' The 'Media' section shows three image thumbnails of a yellow dress, with a button to 'Add media from URL' and a dashed box for 'Add media or drop files to upload'. The 'Pricing' section shows a 'Price' field with '\$ 68.00' and a 'Compare at price' field with '\$ 0.00'.

## Pro tip

See best practices for adding titles and images to your Shopify products

Google's required fields for Id and Link are automatically generated in Shopify. No additional action is required.

# How to add required product data in Shopify

For **all products**, provide barcode, availability, vendor and manufacturer part number

Shopify field	Details	Google attribute
Barcode	Barcodes (GTINs) are assigned by a manufacturer used to store and locate product information. You can find the GTIN near the barcode on the packaging of the product. <b>Barcodes are one of the most important details to provide for all products.</b> Use the correct number for each product, including variants. <b>**See best practices for custom products or those without GTINs.</b>	gtin
Check “Track quantity” and provide availability	Tell users and Google whether you have a product in stock. <b>Note: If left unchecked in Shopify, it will show as 0 in stock in Merchant Center</b>	availability
Vendor	The brand name, publisher name, or store name for the product.	brand
Manufacturer part number	Use the correct MPN for each product including variants like color and size.	mpn

**Inventory**

SKU (Stock Keeping Unit)

Barcode (ISBN, UPC, GTIN, etc.)

☒ Track quantity

☐ Continue selling when out of stock

**QUANTITY**

Available

15

**Shipping**

☒ This is a physical product

**WEIGHT**

Used to calculate shipping rates at checkout and label prices during fulfillment.

Weight

1.0 lb

**Product status**

Draft

This product will be hidden from all sales channels.

**SALES CHANNELS AND APPS**

Deselect all

☒ Online Store

☒ Google

**Organization**

Product type

Dress

Vendor

Catalina Rose

Yellow linen dress for toddler

Duplicate Preview More actions

Product status

Google channel

**Manufacturer part number**

Only required if product isn't custom and doesn't have a barcode.

**Custom labels (optional)**

Most stores don't use custom labels unless they need specialized campaign monitoring and reporting.

Custom Label 0 Custom Label 1

Custom Label 2 Custom Label 3

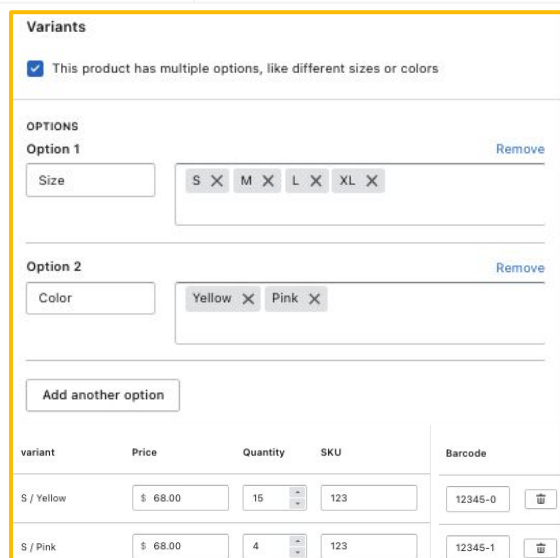
Cancel Save

The field for Manufacturer part number is found under **More Actions**, then **Google fields**

## How to add required product data in Shopify

**For Apparel & Accessories**, provide the following **required** attributes to help users identify and filter for your product. **For a product that has variants (multiple options)**, check the box for variants and indicate the options (ex: size, colors).

Shopify field	Details	Google attribute
Check box "This product has multiple options"	For a product that has variants, this section shows the options for the product, such as size and color. For more information about variants, refer to <a href="#">Variants</a> . To change the details for product variants, refer to <i>Editing variants for an existing product</i> .	item_group_id
Size	Describe the standardized size of your product. When you use this attribute, your product can appear in results that are filtered by size.	size
Color	Describe the product's color. Helps create accurate filters, to narrow search results. Also, include standard color names in your title.	color
Age	Set the demographic that your product is designed for. Supported values: Newborn, infant, toddler, kids, adult	age_group
Gender	Specify the gender your product is designed for. Supported values: male, female, unisex	gender
Condition	The condition of the product. Supported values: New, Refurbished, Used	condition



**Variants**

☒ This product has multiple options, like different sizes or colors

**OPTIONS**

Option 1 Remove

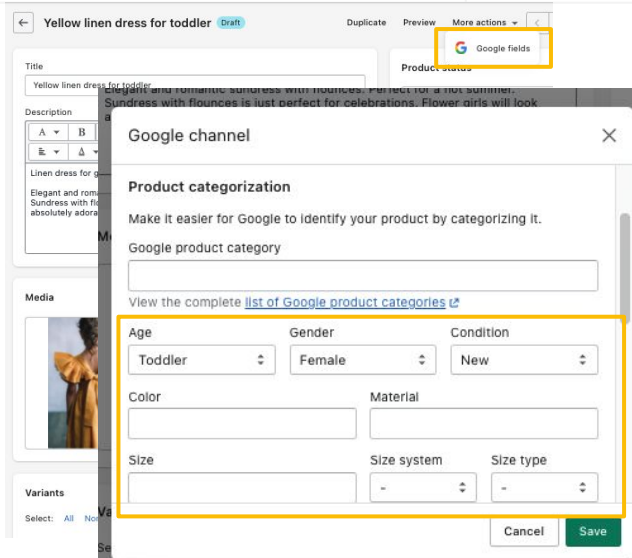
Size S X M X L X XL X

Option 2 Remove

Color Yellow X Pink X

[Add another option](#)

variant	Price	Quantity	SKU	Barcode
S / Yellow	\$ 68.00	15	123	12345-0
S / Pink	\$ 68.00	4	123	12345-1



**Google channel**

**Product categorization**

Make it easier for Google to identify your product by categorizing it.

Google product category

[View the complete list of Google product categories](#)

**Product details**

Age: Toddler Gender: Female Condition: New

Color: Material:

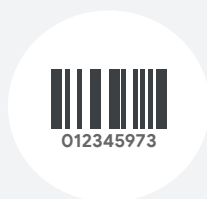
Size: Size system: Size type:

[Cancel](#) [Save](#)

## Identify your products

Correctly **identifying your products will help ensure your free listings are approved.**

You'll need to include unique product identifiers for all of your products — a GTIN or MPN, as well as the brand, if relevant. This allow us to match your product with similar products and helps us connect users to your products on Google channels.



### Barcode

(GTIN, UPC, ISBN, EAN)

GTINs are unique identifiers assigned by a manufacturer used to store and locate product information. You can find the GTIN near the barcode on the packaging of the product. Use the correct GTIN for each product, including variants.



### Vendor

The manufacturer, wholesaler, brand or vendor name for the product.



### Manufacturer part number

Manufacturer part number (MPN) is issued by manufacturers to identify individual products. Use the correct MPN for each product including variants like color and size.

To make sure your enhanced listings are approved, **include a GTIN on all products.**

Not including a GTIN with a product is one of the top reasons a product is deemed ineligible for enhanced listings.

[?](#) = Click for more information

## Use Barcodes (GTIN) for product identification

Barcodes (GTIN) is a unique identifier for commercial products that's usually associated with a barcode that's printed on retail merchandise. It makes your listing richer and **helps us connect users to your products** on Google channels.

### How to use a GTIN

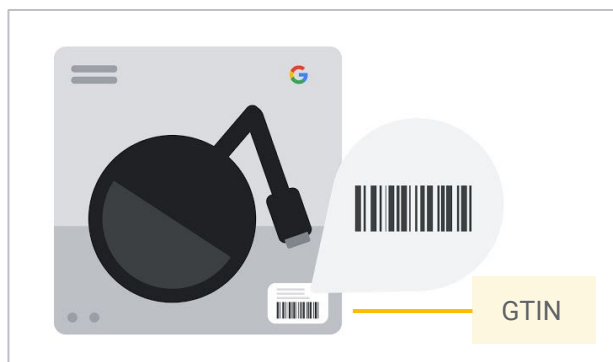
The GTIN attribute is required for all products with a GTIN assigned by the manufacturer. Our system can detect if a GTIN hasn't been provided for a product where one should exist. Use the GTIN attribute to submit any of the following IDs: UPC, EAN, JAN, ISBN, or ITF-14.

Use the correct GTIN for each product, **including variants** like different colors or sizes. Each item and variant has its own GTIN, so make sure to submit the correct value.

### How to find a GTIN

When a GTIN is available, it will appear next to the barcode on your product's packaging or book cover. If you can't find the GTIN:

- Contact the product's manufacturer
- Search for it by company name in [GS1](#), the official provider of GTINs and EAN/UPC barcodes globally



#### Pro tip

If you're reviewing the GTIN on your product's packaging, download the Barcode Scanner app from Google Play. The app can scan a barcode to give you the GTIN and the GTIN type.

## Products without a barcode (GTIN) and custom products

Some products may not have a barcode (GTIN) assigned, for these products, add details for **vendor** and **manufacturer part number**

Examples of products that **may not** have an assigned barcode include:

- Custom-made products
- Vintage or antique products
- Replacement parts
- Books released before ISBN

However, if the product does have a GTIN assigned and you don't submit it, **the product can be disapproved or performance may be limited.**

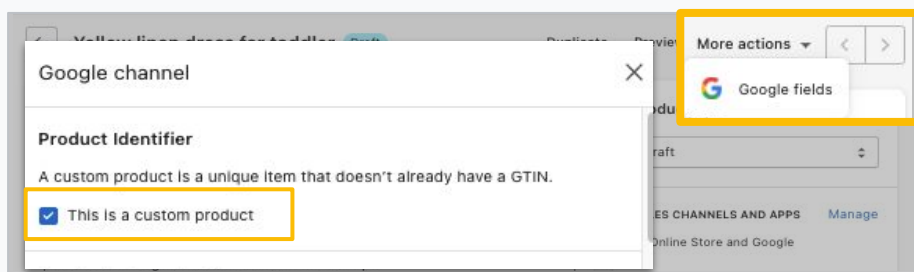


### Custom Products

If your product is custom product, **a unique item that doesn't already have a GTIN**, you can **check the box for custom product**. However, still include product details for vendor and manufacturer part number.

- **Vendor**- Provide your merchant / brand name.
- **Manufacturer part number**- Provide your mpn, if none exist, provide the id or sku that you use with other sales channels.

If the custom product checkbox is incorrectly checked and if there is evidence that a GTIN exists, products will not be approved.



## Provide rich product identifiers for all products

Help us show your products by providing rich product identifiers. Products submitted without rich identifiers may not be eligible for all shopping programs or features as they can't confidently classify correctly

### How to correctly use barcode, vendor, and manufacturer part number

	Scenario	Action	Notes
1	If the <b>product has a barcode (GTIN)</b> assigned by the manufacturer...	you must <b>provide the correct barcode</b> if one exists. Also provide vendor and mpn when available	Google can detect if a barcode hasn't been provided for a product where one should exist. Products <b>submitted without a barcode when one is available</b> will be disapproved or performance may be limited
2	If the <b>product does not have a barcode</b> assigned by the manufacturer...	you must provide <b>vendor</b> and <b>manufacturer part number</b>	Make sure it's consistently used across all channels. Products <b>submitted with incorrect or fake data</b> may be disapproved
3	If it's your own product ( <b>no barcode or mpn exist</b> )...	provide your <b>merchant name</b> in the vendor field, and <b>id or SKU</b> as the manufacturer part number	Provide the same identifiers you use across all other shopping channels ex: Amazon, Ebay, etc.



## Additional policy requirements for free listings

Beyond the feed itself, **ensuring shoppers have a seamless experience** is important for the success of free listings performance. Make sure that your business complies with the [website requirements](#), as well as the additional [Google Shopping ads policies](#).

### Additional policy requirements

#### Unsupported content

Include only supported products in your product data. Learn more about the content that is not supported on the [Merchant Center](#).

#### Policies for free listings

Maintain a positive and informative experience for consumers. Avoid content or behavior that violates these policies. Learn more about following these policies on the [Merchant Center](#).

#### Policies for Shopping ads

Shopping ads have [additional policies](#) for advertising across Google. The requirements cover four broad areas:

- **Prohibited content:** Content you're not allowed to promote
- **Prohibited practices:** Things you can't do
- **Restricted content:** Content with limitations
- **Editorial and technical:** Quality standards for your site

Google focuses on these requirements, so shoppers have the best possible user experience.

03 | Grow your business with free listings

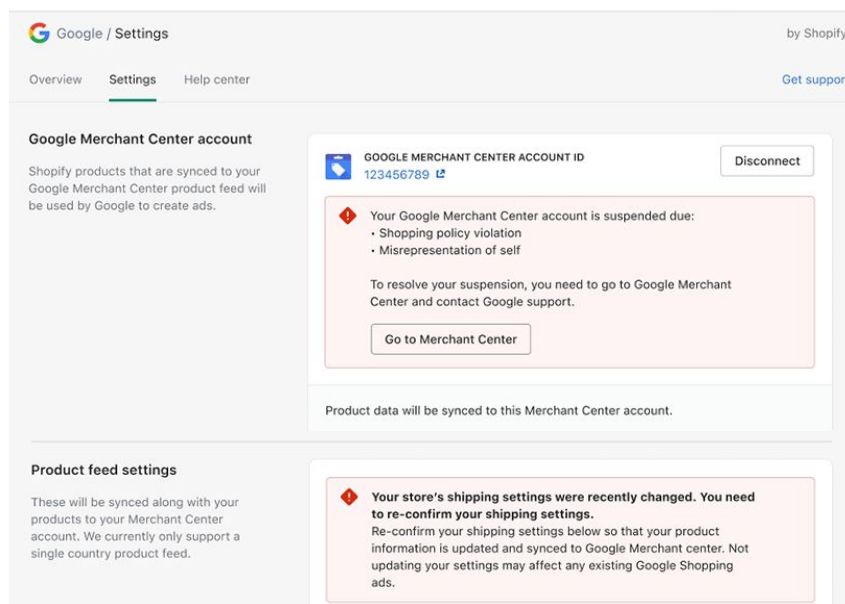
# Addressing common issues

## Identify growth opportunities in the Google Channel

Post integration, the Google Channel will provide ongoing growth opportunities regarding your account, products, and set up.

Within the settings tab, the Merchant center account section will notify you of any potential account disapprovals and re-reviews needed.

Product feed settings will notify you of any potential issues with shipping settings.

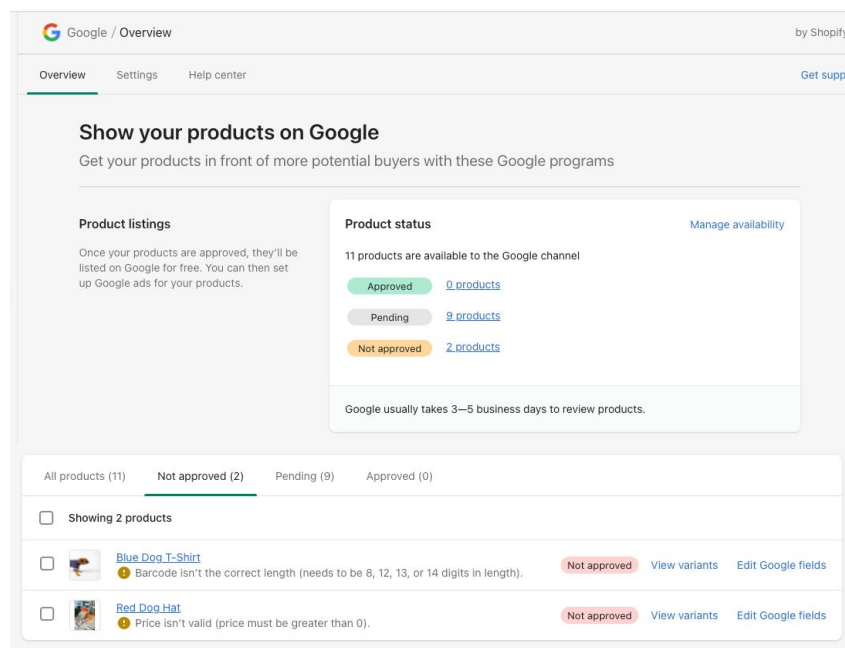


Within the Google Channel overview page you can find the product status.

**Approved:** Once your products are approved they will automatically be eligible to be listed on Google for free.

**Pending:** A product should only be pending while the product (or Merchant Center account) is under review by Google.

**Not approved:** Product has issues affecting approval. Review issues and fix them.

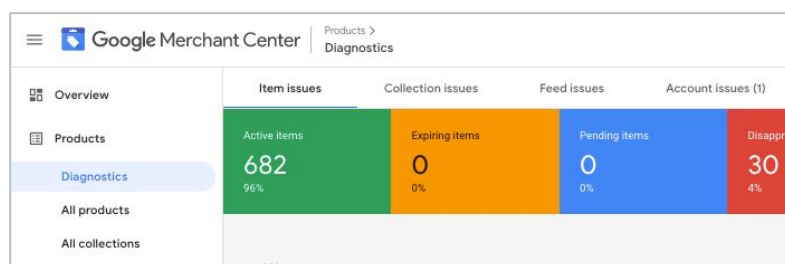


## Diagnostics page in Merchant Center

The [Diagnostics](#) page gives you **insight into the health of your product data** so it's easier to identify and resolve issues. It displays product eligibility issues and product data warnings, and provides insight into account setup, data quality, and policy violations.

### To view the Diagnostics page

1. Sign in to [Merchant Center](#)
2. Select **Products** from the navigational menu, then select **Diagnostics**
3. The **Diagnostics** page features four tabs:
  - Item issues
  - Collection issues
  - Feed issues
  - Account issues



The **Item issues** tab contains issues that impact individual items, from feed processing to data quality to policy violations. There are two types of issues you may find: **errors and warnings**.

⚠ Too many values [size] ?
⚠ Missing value [color] ?
⚠ Missing value [size] ?
⚠ Missing value [gender] ?
⚠ Too many values [description] ?

**Warnings:** These items are at risk, served less frequently, and should be updated.

❌ Unavailable mobile landing page ?
❌ Unavailable desktop landing page ?
❌ Limited performance due to missing value [gtin] ?
❌ Missing value [price] ?
❌ Currency must be the same regardless of sale location ?

**Errors:** These items don't meet minimum requirements and won't be displayed.

## Troubleshoot issues for free listings

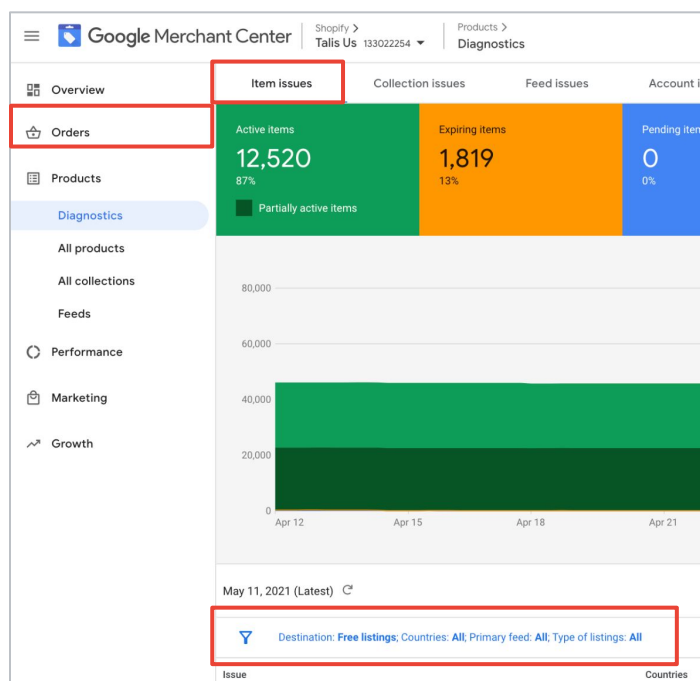
You may be asking questions like: Why are my products ineligible for free listings? How do I turn partially active items into active items? It's **easy to address common issues** once you familiarize yourself with the terms and requirements.

### Understanding terminology

**Active items** are fully approved products that are eligible to appear in both standard and free listings.

**Partially active items** are fully approved products that are currently eligible to appear in only standard free listings.

By default, the Diagnostics page displays Shopping ads data. Set the Destination filter to "Free listings".



### Locating issues information

Follow these steps to generate detailed information on product issues **sorted by severity**:

1. Click the **Item issues** tab
2. Set **Destination** filter to "Free listings"
3. Set **Type of listings** filter to "Enhanced listings"
4. **View examples** of affected items
5. To learn more about the issues you'd like to resolve, hover over the (?)

Destination: <b>Free listings</b> ; Countries: <b>All</b> ; Primary feed: <b>All</b> Type of listings: <b>Enhanced listings</b>		
Issue	Countries	Affected items
Limited performance due to missing value [gtin]	Australia, + 4 more	12 <a href="#">View examples</a>

## Troubleshoot issues for free listings

### Product details page

To see all issues and all attribute values regarding a single product, visit the product's **product details** page. You may also discover more detailed data regarding feed errors on this page.

To navigate to this page, click on an affected item in the **Diagnostics** page or the **All products** page.

Hover over (!) issues icons to reveal issues information and links to relevant articles.

**Life Savers Wint-O-Green Sharing Size - 14.5oz**

ID or SKU: 54574007

Price: \$3.29 (ⓘ)

Sale price: \$3.29

**Mismatched value (page crawl) [price]**

Update your product's price in your product data to match the price on your landing page

Sampled at: May 18, 2021 10:51:58 PM PDT

Value in feed: 3.29USD

Value on website: 3.99USD

[Learn more](#)

Status	
Shopping ads	(ⓘ) Disapproved or invalid
Buy on Google listings	(✓) Active
Free listings	(ⓘ) Disapproved or invalid

### Downloading lists of affected items

You can download different reports to see your affected items, issues, and the reasons for disapprovals.



- 1 Download a list (.csv) of all affected items for all issues: Click the download icon next to the filter button – beneath the graph and above the list of issues.
- 2 Download a list (.csv) of all affected items for a particular issue: Find the issue in the Issue column, then click the download icon at the end of the row.
- 3 See a list of up to 50 products with the same issue: Under the Issue column, click View examples in the Affected items column.

May 19, 2021 (Latest)					
Destination: Free listings; Countries: All; Primary feed: All; Type of listings: Enhanced listings					
Issue	Countries	Affected items	% affected	% affected past clicks	
(ⓘ) Unavailable mobile landing page ⓘ	United States	428,788 <a href="#">View examples</a>	15.5%		

## Troubleshoot account issues for free listings

### Reasons for ineligibility

To troubleshoot enhanced free listings ineligibility, it's important to understand whether the issue is at the account or item level.

Item issues	Collection issues	Feed issues	Account issues (1)
Other account issues			
All countries		Account isn't eligible for enhanced free listings 	

#### 1 Start with account issues first

If you've received a warning indicating that your account is ineligible for enhanced listings, note that this applies to the entire account and all associated products.

#### 2 Address item issues

If specific products are ineligible for free enhanced listings, these can be addressed on a product-by-product basis. Review the item issues tab in **Diagnostics**.

### Common reasons for account warnings and suspensions

Google is committed to creating a positive and safe user experience while showing accurate results.

In order to participate in Shopping ads or free listings, every advertiser should **meet all website and policy conditions** in addition to data requirements.

1. Missing return and refund policy
2. Insufficient contact information
3. Insufficient payment information

#### Pro tip

If your account is suspended, start with resolving all site policy issues first and then request a re-review.

Do not try creating a new Merchant Center account. This will only create additional issues.

## Website policy issues affecting eligibility

### Insufficient payment information

Make sure that during checkout your site clearly lists all payment methods accepted and the user's full expense before and after purchase. Also ensure that at least one conventional payment method is available (i.e., credit card, debit card, invoicing, or payment on delivery).

Learn more about [activating a third-party payment provider](#) and Google's policy about [insufficient payment information](#).

### How to add your payment provider:

- From your Shopify dashboard, go to **Settings > Payment providers > Accept credit cards > Add a provider**.
- In the **Change provider** dialog, select **Third-party credit card provider**
- Select your provider from the drop-down menu, and then click **Continue**.
- Enter your account credentials for the provider you selected.
- Click **Activate**.

## Requesting support for violation issues

### 1 Directly from Shopify dashboard

- From your Shopify dashboard, select the Google channel.
- Go to the **Settings** tab and click **Request re-review**. This will direct you to a Merchant Center help page.
- Complete all fields and mention that you're requesting a re-review.

### 3 Reach out to our support team

If you're still having issues, you can contact our support team via phone, email, or chat in the Merchant Center Help Center. Or you can contact support directly through your Merchant Center account:

🔗 > Help Center and Support > Contact Us

### 2 Through your Merchant Center

- From your Shopify dashboard, select the Google channel.
- Go to the **Settings** tab and click your account ID number to be directed to Merchant Center.
- Once you're in Merchant Center, go to **Products**, select **Diagnostics**, and then **Account issues**.
- Find the issue you'd like reviewed.
- Click **Request review**.
- Check the box that indicates you've resolved all issues.
- Click **Request review**.



## Website policy issues affecting eligibility

### Return and refund policy

To ensure a transparent shopping experience, you must clearly [state how refunds and returns are handled](#) on your website, including all requirements and timelines. If you do not allow returns or refunds, this must be clearly stated.

Make sure shoppers can easily find the return and refund policy on your website before checkout.



#### Pro tip

Add return and refund policy information to the footer of your website so shoppers can find it easily.

### Include these policy details

- Terms of return: requirements and timeline
- Condition of returned items: new with tags, unworn
- Reason for return: damaged or wrong product, customer dissatisfaction
- Process for return: how to initiate a return and contact customer service
- Terms of refund: duration, payment details
- Contact methods

### Insufficient contact information

You must provide [clear contact information](#) on your site, so shoppers can find help in case they experience issues. Make sure that you can easily find both the contact details and Terms & Conditions on your website before checkout.



#### Pro tip

Add contact information to the footer of your website so shoppers can find it easily.

### How can I meet this policy?

Provide at **least one way for users to contact you on your website before checkout:**

- **Business information:** Address, phone number, email address
- **Webpages:** Chat feature, contact-us form
- **Social links:** Facebook, Instagram, Whatsapp (cannot lead to a private group/page)

## Troubleshoot item issues for free listings

To ensure your products are approved and are showcased to people across Google, review these recommendations and then update the data for the affected products.

### Common item-level issues affecting eligibility for enhanced listings

These eligibility issues have easy fixes for getting your items approved.

Learn more about each one at the links below.

**+ Barcodes and identifiers** [?](#)  
Missing or not consistently using unique product identifiers such as barcode (GTIN), vendor (brand), and MPN. See [best practices](#).

**+ Missing value vendor [brand]** [?](#)  
Not providing the Vendor (brand) details for your products.

**+ Images** [?](#)  
Common blockers include image overlays, non-white backgrounds, or images that are too small. Upload a new image.

**+ Missing product attributes** [?](#)  
Missing any of the enhanced product feed requirements. [Review the requirements](#) for your products and ensure your products have the necessary attributes in your feed.

### How to fix item issues

To fix item issues, **review the recommendations in the following pages** and update the Google fields for the affected products. **Note:** Google may take three to five business days to review updates.

#### Update product data for an individual product:

1. From your Shopify dashboard, navigate to **Sales Channels > Google**.
2. Scroll to Product feed and select **Not approved**.
3. For each product, select **Edit Google fields**.
4. Add or update product data.

#### Update product data in bulk

1. Scroll to Product feed and select **Not approved**.
2. Select all by checking the box under **All products**.
3. Click **Edit products**.
4. Add or update product data in bulk.

## Troubleshoot item issues for free listings

### + Barcodes & missing unique product identifiers

The #1 cause of ineligible is lack of inclusion of [unique product identifiers](#) (UPI) such as barcode (gtin), vendor (brand) & manufacturer part number (mpn). **Submit a valid unique product identifier for each product**

#### Warning

- Missing IDs [gtin] or [mpn + brand]
- Invalid value [gtin]
- Incorrect identifier [gtin]
- Invalid value [mpn]
- Incorrect product identifier [gtin]
- Invalid [barcode]
- Barcode not correct length

#### Recommendation

- GTIN is a unique numerical identifier for commercial products that's usually associated with a barcode printed on retail merchandise. If your product does not have a GTIN, you can use an MPN and barcode value.
- GTINs are typically 8, 12, 13, or 14 digits. Check if the GTIN you submitted has too many or too few digits.
- Custom-made products do not have or require a GTIN. To designate your product as a custom item, view your product variants and select More actions > Google fields and then check This is a custom product.

### + Missing value [brand]

Brand is required for all new products, except movies, books, and musical recording brands. Products with this error will not be shown

#### Recommendations

- Add the brand within the Vendor field under Organization.
- Don't submit values such as N/A, Generic, No brand, or Does not exist.
- If you manufacture the product yourself or the product falls into a generic brand category, you may submit your store name as the value for the brand attribute.
- If the product doesn't have a brand, use the manufacturer, supplier, or store name.

**Organization**

Product type  
Dress

Vendor  
Catalina Rose

**COLLECTIONS**

Search for collections

Add this product to a collection so it's easy to find in your store.

**TAGS**

Vintage, cotton, summer

## Troubleshoot item issues for free listings

### + Image Issues

Your images appear to potential customers for your product. Products with these errors will not be shown.

#### Warning

#### Recommendations

- |                              |   |
|------------------------------|---|
| Generic image                | <ul style="list-style-type: none"> <li>For each item, provide a main image that <b>clearly shows the product being advertised</b>. Ex of generic images that are not allowed: logo images or text that says No image available.</li> </ul>  |
| Promotional overlay on image | <ul style="list-style-type: none"> <li>Upload new images with <b>no promotional text like logos or CTAs</b>, and no obstructing elements like watermarks. (<a href="#">Google Help article on fixing promotional overlay on image</a>, <a href="#">Opting in for automatic image improvements</a>.)</li> </ul>  |
| Image too small              | <ul style="list-style-type: none"> <li>Upload new images that <b>meet these size requirements</b>:               <ul style="list-style-type: none"> <li>Apparel &amp; Accessories: at least 250 x 250 pixels and no larger than 64 MP</li> <li>All other products: at least 100 x 100 pixels and no larger than 64 MP</li> <li>Images must have a file size smaller than 16 MB</li> </ul> </li> <li>Do not scale up images or submit thumbnails. We recommend the product take up 75%–90% of the full image.</li> </ul> |

See more [best practices](#) for submitting product images.



## Troubleshoot item issues for free listings

### + Missing values specific for Apparel & Accessories products

Products in Apparel & Accessories category with these errors will not be shown in some geos & surfaces

#### Warning

#### Recommendations

Missing value  
[gender]

- Specify the gender or age group to help ensure that users see the right size information.
- Choose from these supported values: **Male, Female, Unisex**

Missing value  
[size]

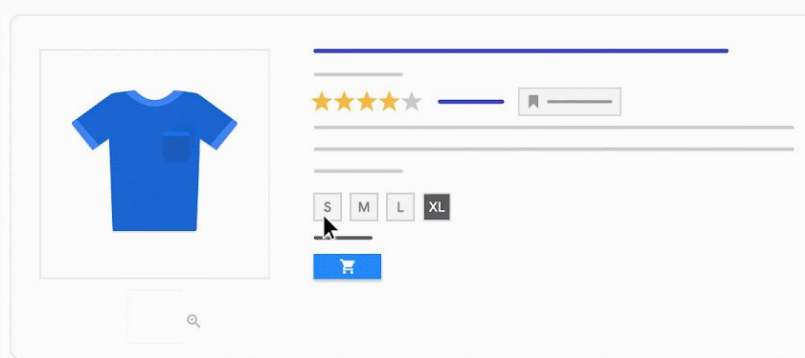
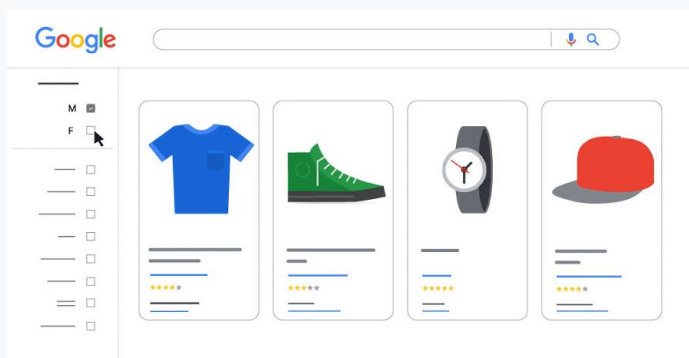
- **Note:** Size can be omitted if it is already included in your product variants.
- Use a consistent size format. Ex: "S, M, L" or "small, medium, large," but not "S, Medium, and Lrg".
- Condense multiple dimensions into one value, like "16/34 Tall".
- For items one-size-fits-all or most, use one size, OS, one-size-fits-all, OSFA, one-size-fits-most, or OSFM.
- Add the size of your item to the front of your title to give context to your image.

Missing value  
[color]

- Use a recognizable color name that shoppers are likely to search for.
- Don't combine several colors into one word, instead, use slashes, such as Red/Pink/Blue.
- Don't use a value that isn't a color, such as multicolor, various, women's, or N/A.

Missing value  
[age group]

- Choose from these supported values: **newborn, infant, toddler, kids, adult**



04 | Grow your business with free listings

# Optimize listing performance

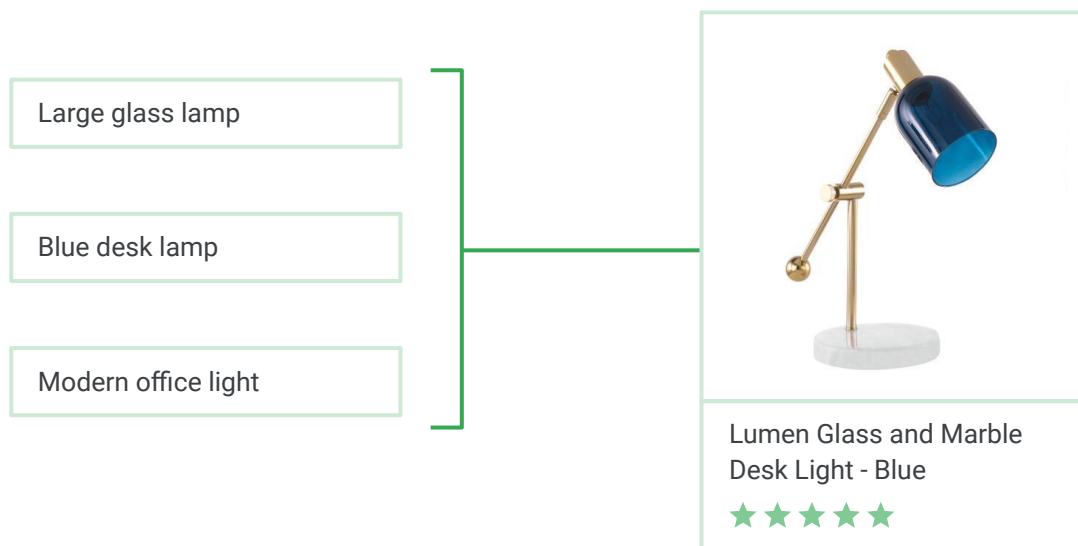
## How to optimize for free listings

As a retailer, you can **influence the performance of free listings** on the Shopping tab in several ways, such as providing all relevant details (attributes) for your products, following set up best practices, ensuring your landing pages offer a good user experience, and using Google Customer Reviews.

### Optimize with additional feed and attribute data

Use all relevant details for your products, not just the ones that are required, to include additional, useful information about your products.

For example, details like size and color are optional if you're not selling clothing. However, this information may still be helpful to include for other product categories. You can also utilize the description attribute to list details like the product's material, pattern, texture, technical specifications, or special features.



#### Pro tip

Utilize the description attribute to list details like the product's material, pattern, texture, technical specifications, or special features.

## How to optimize for free listings

### Follow best practices for product title structure

Use your product titles to attract people to your listings by including important details, such as strong brand names, age group, gender, size, color, etc and put key details at the front of your product title, especially if they're not visible in the image.

The Basic naming structure = Brand + Product Type + Attributes

Category	Recommended Structure	Example
Apparel	Brand + Gender + Product Type + Attributes (Color, Size, Material)	"Brand" Women's Sweater, Black (Size 6)
Consumable	Brand + Product Type + Attributes (Weight, Count)	"Brand" Mega CoQ10, 50 mg, 60 caps
Hard Goods	Brand + Product + Attributes (Size, Weight, Quantity)	"Brand" Patio Chair, Brown, 4-Piece
Electronics	Brand + Attribute + Product Type + Model #	"Brand" 88" Smart LED TV with 4K
Seasonal	Occasion + Product Type + Attributes	Mother's Day Storage Box, Silver
Books	Title + Type + Format (Hardcover, eBook) + Author	1,000 Italian Recipe Cookbook, Hardcover by X

### Provide high quality product images

Users rely on product images to make decisions when shopping online. We disapprove items when images don't meet the requirement. These are some of the common challenges we see with images.

Issue	Details
Missing image	One or more of your products doesn't have a valid image provided
Generic image	You must provide a main image that clearly shows the principal product being advertised
Promotional overlay on image	All items on Shopping ads and free listings require an image with an unobstructed view of the product that does not contain additional promotional elements. For example, retailer logos, calls to action, or watermarks
Image too small	Use an image that is at least 100x100 pixels for non-apparel products and 250x250 pixels for apparel products
Invalid image	The URL provided doesn't lead to a valid image. You must provide an accessible image in an accepted format (JPEG, PNG, GIF).



## How to optimize for free listings

### Show users that you offer free and fast shipping

On the Shopping tab, Free listings can get **a badge that highlights fast and free shipping when the offer is delivered in 3 business days or less**. Each merchant goes through a verification process that checks data quality.

To participate, you'll need to provide shipping that is:

**Free:** A product can be shipped free of charge to the customer (or free if product price meets minimum basket).

**Fast:** A product can be delivered to a customer in 3 business days or sooner, including both transit time and handling time.

Learn more about [fast and free shipping setup](#)

### Tell users about your return policy

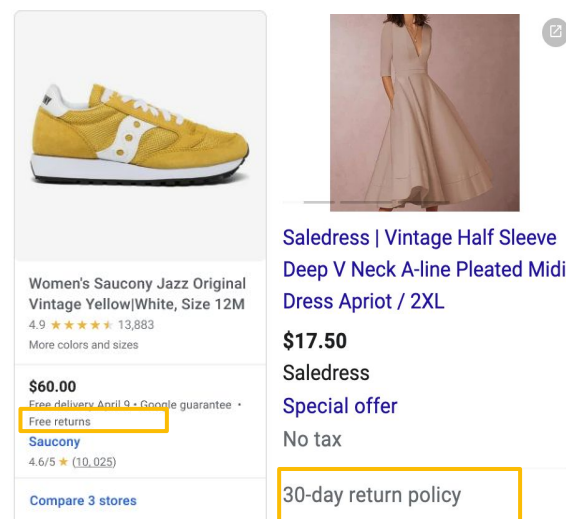
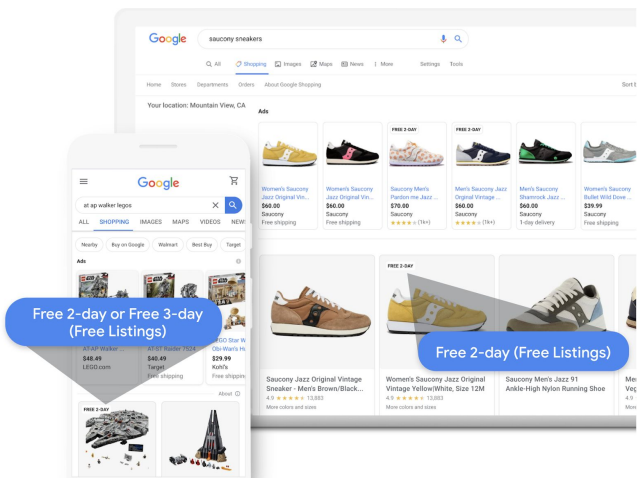
Return policy is a key factor for people who are making a purchasing decision, and **showing your policies on your listings may help the performance of your products**.

In Merchant Center you can **setup a return policy that is associated with all products, with specific groups of products, or even a single product**. You can also set your policy to apply to a single country or multiple countries.

Setup will include:

- Country
- Policy URL
- Return method
- Return window
- Product condition
- Fees

Learn more about [adding a return policy](#)



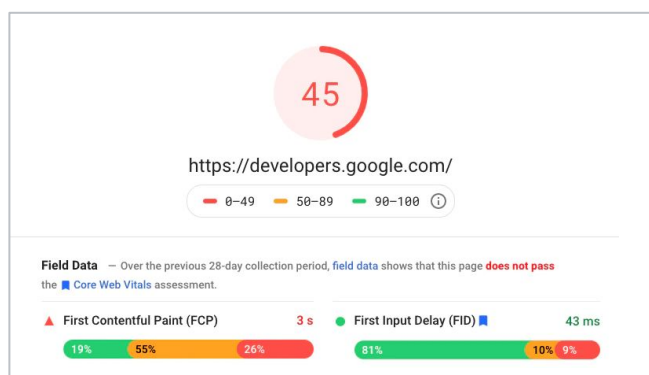
## How to optimize for free listings

### Make your site shine in Google Search results

[Search Console tools and reports](#) help you measure your site's Search traffic and performance, fix issues, and make your site shine in Google Search results

### Review landing page speed and experience

Review your [PageSpeed insights](#) to make sure your website landing pages offer a good user experience for shoppers visiting your online store. We factor that into the algorithm that runs free listings.



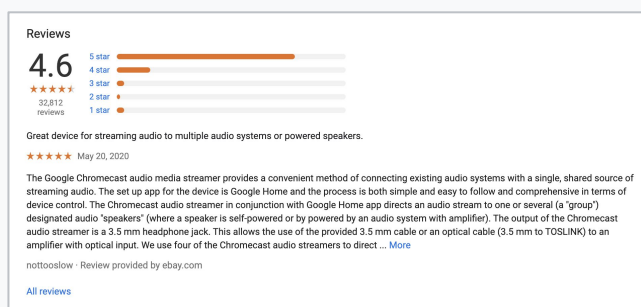
Example of page load data

You can assess the quality of your website's user experience by measuring metrics like these:

- **Bounce rate:** Assess if users are leaving your site instead of proceeding to browse or make a purchase
- **Page load time:** The speed at which the site loads, which, if too slow, could cause users to leave your site
- Other metrics and reporting tools outlined in the [Chrome User Experience Report](#)

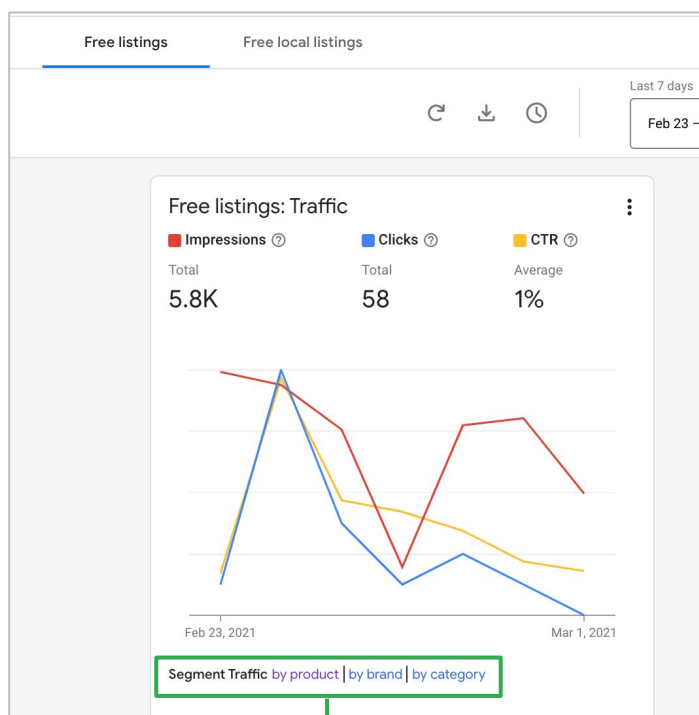
### Use Google Customer Reviews

You can also use [Google Customer Reviews](#) to highlight the quality of your store to shoppers. The program is a free service that enables Google to collect valuable feedback from customers who've made a purchase on your site.



## Gain improved business insights

Once you're set up, you can **track your free listings performance via Merchant Center** and analytics. Increased visibility and understanding of data help amplify marketing reporting and tracking. More specific data on your product, brand, and category performance helps guide more accurate optimization and inventory planning.



Merchants can segment traffic from free listings in Merchant Center by product, brand, and category, getting further granularity in click reporting.

### Merchant Center

Traffic from free listings will automatically show in Merchant Center. Two new tabs have been added to the Performance Dashboard in Merchant Center: "Free listings" and "Free local listings".

You can gauge performance further by clicking "by product", "by category", and "by brand" at the bottom of the report next to the Segment Traffic prompt.

You can also utilize **Report Editor** to view performance metrics side by side across paid and free shopping activity. With Report Editor, you can create custom [reports](#) and [dashboards](#) to better assess your performance.

Clicks by Category across Programs				
Category (1st level)	Clicks			
	↓ Shopping Ads	Surfaces across Google	Local surfaces across Google	Shopping Actions
Home & Garden	6.94M	79.53K	997	0
Health & Beauty	4.6M	17.07K	849	0

Create custom reports and dashboards with Report Editor.

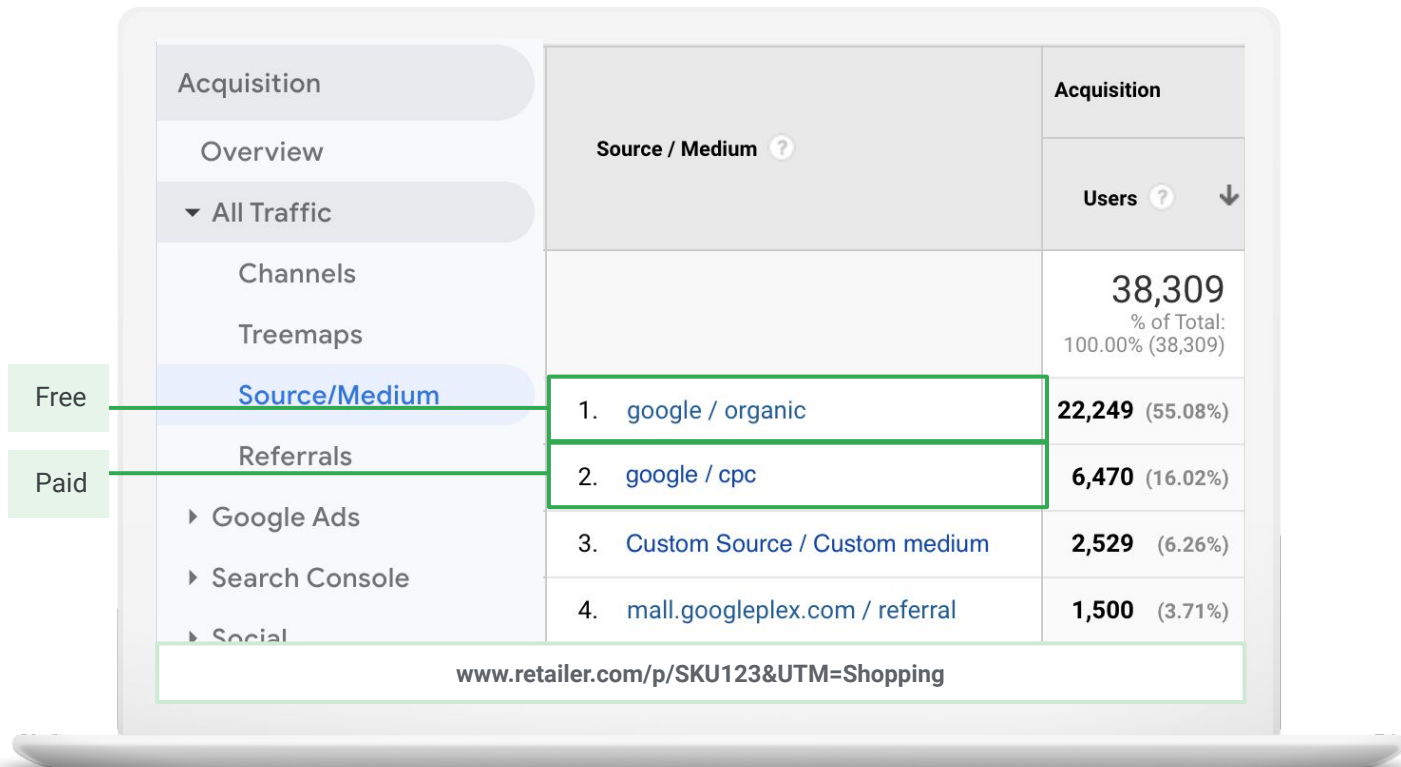
## Gain improved business insights

### Google Analytics

You can view the split between Google Ads and free listings traffic via Google Analytics or other third-party tools.

- **Option 1:** Use Google Ads for tracking clicks
- **Option 2:** Use separate URLs in Merchant Center feeds by using the [ads\\_redirect](#), [mobile\\_link](#), and [canonical\\_link](#) attributes

If you're an advertiser, this implementation also allows you to verify that the split between Google Ads traffic and traffic from free listings is reported accurately. You can find detailed instructions and best practices for web analytics tools in our [Help Center](#).



You can see separate tracking for ads and free clicks in Google Analytics and other third-party tools with free clicks aggregated with other organic traffic, such as blue links on Google Search.

# Thank you

We hope this content provided you with resources and next steps to grow your business with free listings.

Our team is always looking for ways to develop better education materials for you. Please take a few minutes to tell us how we did.

[Share your feedback](#)